

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

When was the last time a company made your day in a unique and genuine way?

Unfortunately, for many of us, the answer doesn't immediately pop into our mind.

It's sad to say but the bar is really low.

Most companies do a brutal job of surprising and thanking their loyal customers.

GET ON THE ICE

One of my all-star clients regularly reaches out and thanks customers on St. Patrick's Day.

Yes, St. Patrick's Day.

They send fun cards and lottery tickets to their clients.

It's genuine, fun and it stands out from the crowd.

QUOTE OF THE WEEK

"Be so good and memorable that your clients will want to share with their best friends."

- Shawn Shepheard